



WTKR-TV
720 Boush Street
Norfolk, VA 23510-1583
(757)446-1000

www.wtkr.com

CONTRACT

And:

Great American Media
Attention: Diane Bluhm
1010 Wisconsin Ave NW
Suite 800
Washington, DC 20007

Contract / Revision 544285 /		Alt Order # 07872465
Product DSCC		
Contract Dates 10/30/12 - 11/05/12		Estimate # //1139
Advertiser Democratic Senatorial Campaign Committee		Original Date / Revision 08/08/12 / 08/08/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WTKR	Account Executive Jamie Andrus	Sales Office Washington, D.C.
Special Handling Do Not Mail		
Demographic Adults 35+		
IDB# 8217	Advertiser Code	Product Code
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	3	10/30/12	11/02/12	NewsChannel 3 News	5-6am		:30			NM	5	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$100.00			
2	3	10/30/12	11/02/12	Newschannel 3 News	6-7am		:30			NM	5	\$875.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$175.00			
3	3	10/30/12	11/02/12	CBS This Morning	7-9a		:30			NM	8	\$1,040.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				8	\$130.00			
4	3	11/05/12	11/05/12	CBS This Morning	7-9a		:30			NM	2	\$260.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				2	\$130.00			
5	3	11/03/12	11/03/12	Early Show Saturday	9-11am		:30			NM	1	\$55.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$55.00			
6	3	11/04/12	11/04/12	CBS Sunday Morning	9-1030am		:30			NM	1	\$395.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$395.00			
7	3	11/04/12	11/04/12	Face the Nation	1030-11am		:30			NM	1	\$445.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$445.00			
8	3	10/30/12	11/02/12	Price Is Right	11am-12n		:30			NM	5	\$1,975.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$395.00			
9	3	10/30/12	11/02/12	Newschannel 3 News	12n-1230pm		:30			NM	4	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$275.00			
10	3	11/05/12	11/05/12	Newschannel 3 News	12n-1230pm		:30			NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$275.00			
11	3	10/30/12	11/02/12	CBS Daytime	1228-3pm		:30			NM	5	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$330.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

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544285 /	07872465

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/30/12 - 11/05/12	DSCC	//1139

<u>Advertiser</u>	<u>Original Date / Revision</u>
Democratic Senatorial Ca	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
12	3	10/30/12	11/02/12	Ellen Degeneres 3pm	3-4pm		:30			NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$200.00			
13	3	10/30/12	11/02/12	NewsCha 3 News First @ 4p	358-5pm		:30			NM	5	\$825.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				5	\$165.00			
14	3	10/30/12	11/02/12	Newschannel 3 News	5-530pm		:30			NM	4	\$1,180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$295.00			
15	3	11/05/12	11/05/12	Newschannel 3 News	5-530pm		:30			NM	1	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$295.00			
16	3	10/30/12	11/02/12	Newschannel 3 News	530-6pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$310.00			
17	3	11/05/12	11/05/12	Newschannel 3 News	530-6pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$310.00			
18	3	10/30/12	11/02/12	Newschannel 3 News	6-630pm		:30			NM	4	\$1,660.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$415.00			
19	3	11/05/12	11/05/12	Newschannel 3 News	6-630pm		:30			NM	1	\$415.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$415.00			
20	3	10/30/12	11/02/12	7-730pm	7-730pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$310.00			
21	3	11/05/12	11/05/12	7-730pm	7-730pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$310.00			
22	3	10/30/12	11/02/12	730-8pm	730-8pm		:30			NM	4	\$1,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$310.00			
23	3	11/05/12	11/05/12	730-8pm	730-8pm		:30			NM	1	\$310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$310.00			
24	3	11/03/12	11/03/12	730-8pm	730-8pm		:30			NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$100.00			
25	3	11/05/12	11/05/12	Monday Prime	9-10pm		:30			NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$1,800.00			
26	3	10/30/12	10/30/12	NCIS	8-9pm		:30			NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-T-----				1	\$2,800.00			
27	3	10/31/12	10/31/12	Wednesday Prime	10-11pm		:30			NM	1	\$1,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--W----				1	\$1,100.00			
28	3	11/04/12	11/04/12	Sunday Prime	7-8pm		:30			NM	1	\$2,355.00

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											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$2,355.00			
29	3	10/30/12	11/02/12	Late News (M-F)	11-1135p		:30			NM	4	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-TWTF--				4	\$450.00			
30	3	11/05/12	11/05/12	Late News (M-F)	11-1135p		:30			NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	M-----				1	\$450.00			
31	3	11/03/12	11/03/12	NCAA Football	12n-3p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$750.00			
32	3	11/03/12	11/03/12	NCAA Football	330-7p		:30			NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				2	\$750.00			
33	3	11/04/12	11/04/12	NFL Football (Early)	1-5p		:30			NM	2	\$3,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$1,900.00			
34	3	11/04/12	11/04/12	NFL Football	4-8pm		:30			NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				2	\$2,500.00			
Totals											91	\$40,800.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	91	\$40,800.00	\$34,680.00
Totals	91	\$40,800.00	\$34,680.00

Signature: _____ **Date:** _____

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